

REPAIRING AND BUILDING~

SHINGLES • ROOFINGS • WALL BOARD
SHEATHING PAPERS • FLOOR COVERING



RIEDEL & CO., INC.
16 SO. 6TH STREET,
PHILADELPHIA.
Distributors of
NEPONSET PRODUCTS

BIRD & SON • ESTABLISHED 1795
EAST WALPOLE, MASS.

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO
CANADIAN PLANT AND OFFICES HAMILTON, ONT.

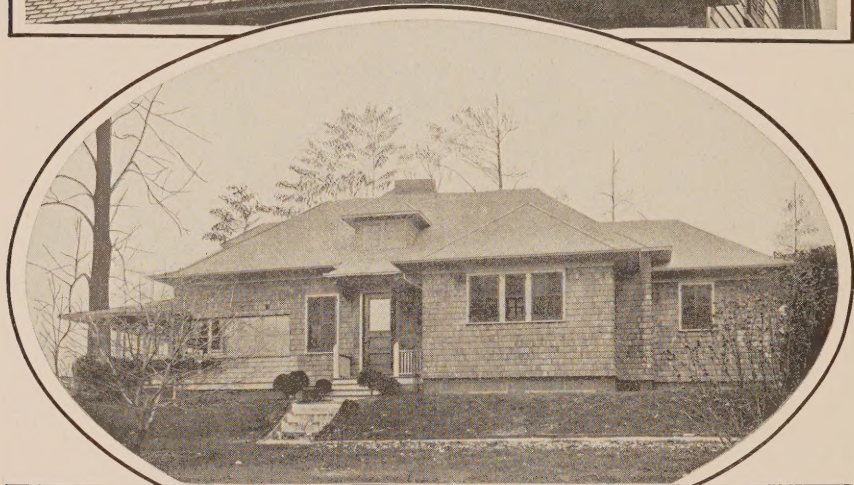
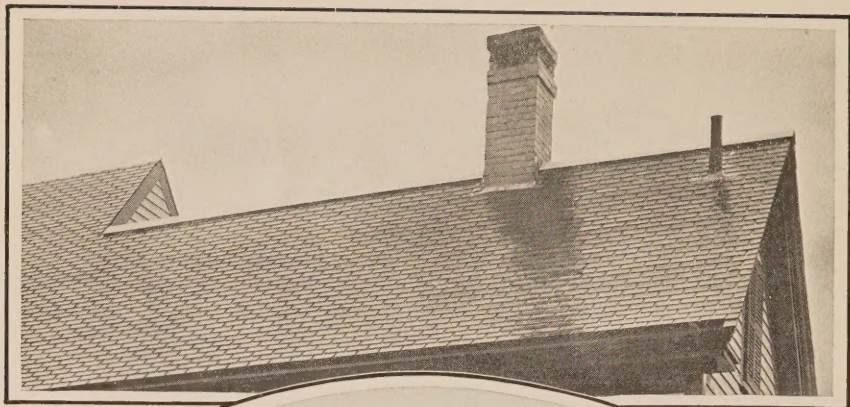
1795 — 1915

WE TAKE pride in the fact that this business started 120 years ago; we take even more satisfaction in the fact that during the past 25 years we have grown ten times as fast as we grew in the preceding 100 years. It proves, at least, that we are not going to seed, as often happens to those who have a long history back of them. From one mill on the Neponset River, in 1795, we have grown to five plants located in Massachusetts, Rhode Island, Ontario and Quebec, Canada.

Quality has been our aim in the past, and quality will be our watchword in the future.

We hope you will buy NEPONSET Products; but whether you do or not, buy the best roofing, the best sheathing paper, the best wall board, for the best is none too good when it comes to building.

BIRD & SON



NEPONSET SHINGLES

The close-at-hand view at the top shows clearly how Neponset Shingles lie on the roof.

Neponset Shingles

Patented June 17, 1902

WHAT does "shingle" mean to you? Just one thing,— a shingle made of wood. That is natural. But do you know that manufacturers have been working for years to develop a shingle *not* made of wood—a shingle as good, as durable, as wooden shingles, but which will not catch fire from sparks and embers?

The difficulty has been to get a shingle with these features *and at the same time good-looking*. No one wants to put a freak shingle on his roof.

After many years in this particular field—roofing—we hit upon the solution—the NEPONSET Shingle.

The NEPONSET Shingles harmonize with the most varied styles of architecture. They can be used with perfect results on any type of building. Take, for instance, the quaint old mansion. Its moss-grown shingles must be renewed. These old shingles cannot be duplicated. From an artistic standpoint they are at their best just as they are—moss-covered—but they have ceased to give the service expected of them. What will replace them? A neat, dignified, inconspicuous roofing is wanted—one that will be in harmony with the old architectural lines and will keep the old home snug and warm. NEPONSET Shingles! Soft gray in tone, durable, fire-resisting—what could be better?

Again, on the city or suburban home, there is no roofing material made which so adapts itself as NEPONSET Shingles. Their delicate texture, the deep shadows cast by the heavy butts and their dull tone of gray make them truly picturesque.

Because they do possess this *great architectural beauty* and at the same time extreme durability, fire resistance and moderate cost they have been called The Greatest Roofing Development of the 20th Century.

What are NEPONSET Shingles? They are made from the identical materials used in that NEPONSET Roofing which has stood every test on buildings in all parts of the world, in every climate.



NEPONSET SHINGLES

At the top, a large summer hotel on the Maine coast. These pictures show the type of building on which Neponset Shingles are being used.

This shingle is built-up in such a way that the exposed butt end is of treble thickness. When laid on the roof the shingles form *seven thicknesses* or layers!

Now Neponset PAROID Roofing — made of exactly the same materials — is only slightly heavier than *one* of these layers and yet it has lasted on roofs, since it was first made 16 years ago, and is still giving service. This comparison gives the best proof as to the *durability* of the NEPONSET Shingles.

A roof covered with NEPONSET Shingles looks very much like slate, if left in the plain gray, which is the natural color of the shingle. In planning the shingles for any particular building, remember that gray is not the only color open to you. By the use of NEPONSET Paint either a red or a green roof may be secured — both in the same subdued tone as the gray itself.

The shingles are constructed in pairs. Two are laid at once! This feature saves a great deal of time in laying. It makes a better, more weatherproof roof, as it reduces by one-half the number of joints or “cracks” between shingles and also the number of nail holes. Another point, — the double shingles require 25 per cent less nails than single shingles!

Still another time-saving item is found in the uniform size of the shingle. This means that no trimming is necessary. Carpenters will tell you that the trimming of irregular wooden shingles consumes much time.



The cost of these shingles *all laid* is, in most localities, the same as wooden shingles all laid, but the greater part of the cost is represented by the shingles themselves — not cost of laying.

They afford protection from sparks and embers from which source roofs usually catch fire.

They are laid like wooden shingles—any carpenter can lay them. On account of their heavy butt end the shingles lie flat on the roof—no curling, splitting or drying out. Their attractive gray surfacing weathers in about the way that wooden shingles weather.

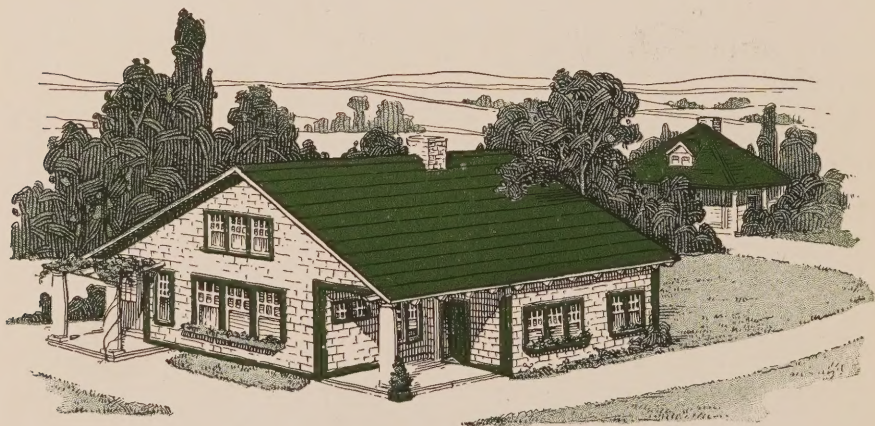
NEPONSET Shingles have been accepted and specified freely by architects of standing and reputation.

SPECIFICATIONS

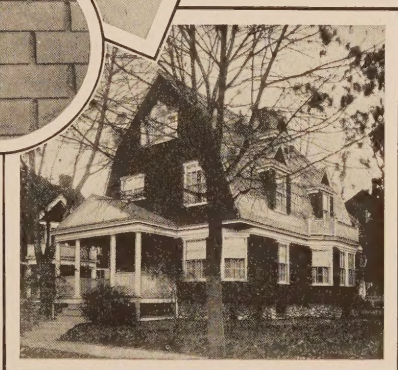
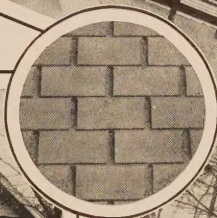
NEPONSET Shingles are packed in bundles of 56, sufficient to cover 25 square feet of roof surface. Weight about 45 pounds per bundle. Shingles $12\frac{3}{4}$ inches long by $16\frac{1}{16}$ inches wide. Because these shingles will outlast ordinary nails, *galvanized* shingle nails should be used.

Neponset PROSLATE Roofing

SUPPOSING you are building or re-roofing a bungalow or small cottage, and you do not want to use shingles. You want an easy-to-lay roofing—one that any one could put on in a few hours. And yet you must have an artistic roof.



Neponset PROSLATE—ideal for bungalows



NEPONSET SHINGLES

A few residences on which Neponset Shingles have been used. Insert shows close view of shingles

You will find all of these requisites in Neponset PROSLATE.

In Neponset PROSLATE we have a colored, ready roofing (one that comes in rolls) that is not only durable but also really attractive—genuinely artistic in appearance.

The foundation of PROSLATE is PAROID—one of the first produced and always considered standard of all ready roofings as regards durability.

This material, therefore, is fully as durable as PAROID, and it is unquestionably the most distinctive material of its sort ever produced.

We want every person who contemplates using a colored ready roofing to write us for a sample of Neponset PROSLATE.

It is made in two colors, with or without a tile pattern. The colors are rich green and red. The roofing is applied easily, and complete fixtures for application are included in every roll as is the case with all NEPONSET Roofings.

In addition to the uses outlined above, such as bungalows, cottages, garages and stations, it has several special uses. It is, for example, particularly suitable for *flat* porch roofs where shingles of any sort—slate, wood or NEPONSET—should not be used. When used for this purpose it does away with all the painting which is usually necessary on such roofs.

Another use is for flashings. As such it is superior to the metal flashing and should be used not only in connection with NEPONSET Roofings, but with any type of roof or shingles.

Neponset PROSLATE also affords fire protection to the building which it covers.

SPECIFICATIONS

Neponset PROSLATE, green, red, with or without tile pattern, is furnished in rolls 36 inches and 18 inches wide, containing 112 and 116 square feet, respectively—sufficient to cover 100 square feet of roof surface. Fixtures for applying, including special flexible, large-headed nails and cement, included in each roll.

Weight of roll complete about 60 pounds.

Neponset PAROID Roofing

PICTURE yourself in the observation car of a trans-continental flyer. As your train pulls out through the yards you can see the gray PAROID roofs on the train sheds, the round houses and other railroad buildings which are subjected to the onslaught of sparks, embers, fumes and gases of the great locomotives.

You rumble on to the city's outskirts, but you do not leave the PAROID roofs. You see them on the great warehouses, the outlying factories and factory sheds. The city gives way to the suburban towns, and here and there on fine stables, barns and various other buildings the PAROID roofs fly by — on grain elevators, on freight-yard sheds, on lumber sheds, poultry houses and one hundred other types of building.

One town after the other. It is so in the East, in the West, in the North, in the South — PAROID roofs without end.

Leave the train. Jump into a buggy and drive into the smallest "4 corners." Drive 30 miles from anywhere and ask the first prosperous farmer you see what roofing he uses for his barns and sheds. "PAROID — good old PAROID! That's the roofing."

Good old PAROID! That's the whole story in a nutshell! Good, because it has made good, and old, because it *is* old — 16 years old and still going strong!

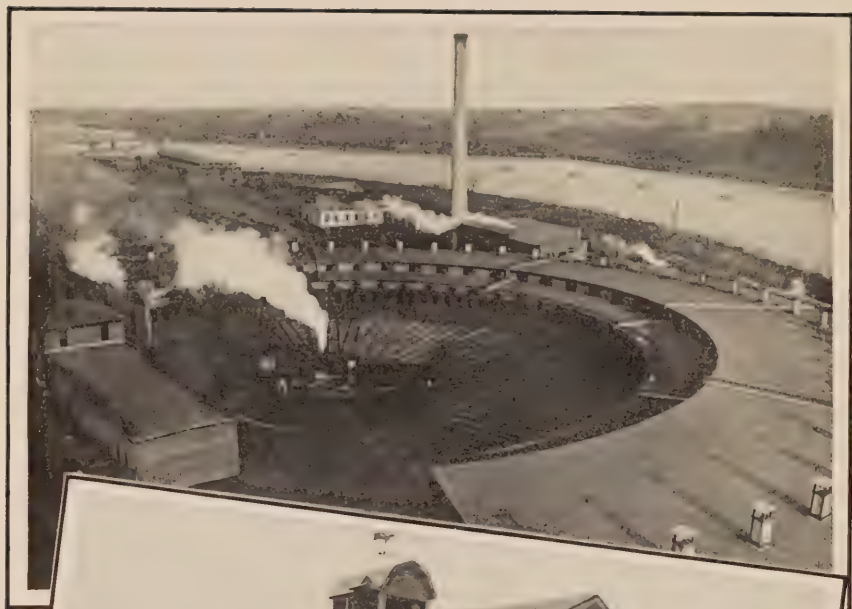
"Good old PAROID! That's the Roofing!"

Sixteen years ago Neponset PAROID revolutionized the roofing industry in the same way that Neponset RED ROPE had done 10 years before that.

Some of the first lot made was sold to the United States Government and was used by them on warehouses in Cuba — a severe test. It was the perfect satisfaction which this gave that led to the enormous purchases of the Government every year since.

At Panama alone it has used over 1,600,000 square feet of PAROID!

Now the strongest thing that can be said of any ready roofing is this, that it has actually lasted 16 years and is still giving service. PAROID is



NEPONSET PAROID ROOFING
For farm, factory and railroad buildings.

one of the *oldest*, ready roofings made, and is *just 16 years* old. We can actually point to PAROID roofs that have lasted 16 years.

Another strong testimonial in favor of PAROID is its use by the railroads. Nowhere is a roofing put to a more severe test than on railroad buildings. The constant shower of sparks which fall on it and the exposure to injurious fumes all tend to deteriorate a roofing. *And yet year after year the leading railroads are purchasing larger quantities of Neponset PAROID.* Among many other systems using it are the New York Central, the Harri-man Lines, the Pennsylvania, Delaware, Lackawanna & Western, Seaboard Air Line and the Chicago & Northwestern.

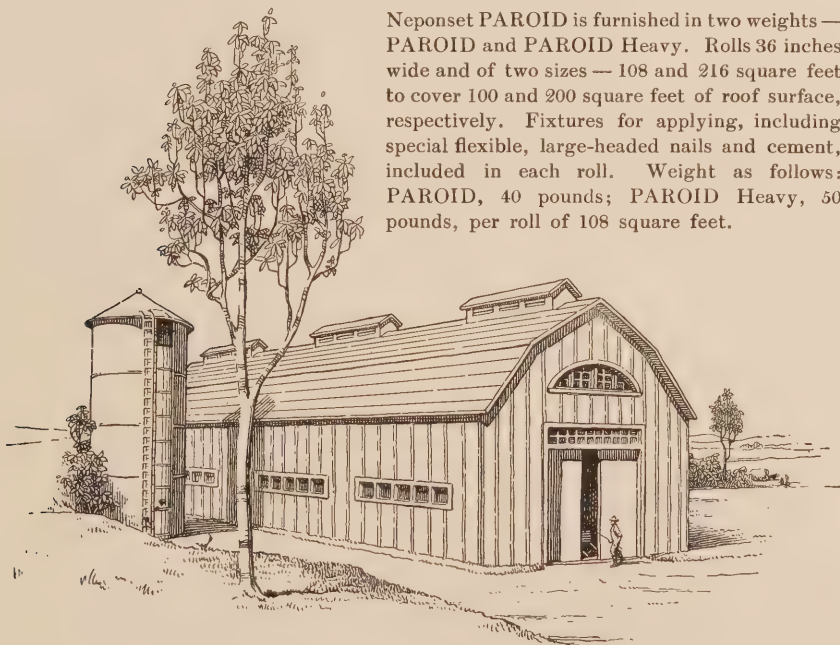
Farmers have always used PAROID because it is the lowest cost per year roofing. This roofing costs per square foot less than two-tenths of a cent per year. It is used by the United States Department of Agriculture.

Neponset PAROID is really the standard by which all other similar roofings are judged. This is only natural. It was one of the first in the field and it has never once fallen behind.

The best *all-around* roofing is Neponset PAROID.

SPECIFICATIONS

Neponset PAROID is furnished in two weights — PAROID and PAROID Heavy. Rolls 36 inches wide and of two sizes — 108 and 216 square feet to cover 100 and 200 square feet of roof surface, respectively. Fixtures for applying, including special flexible, large-headed nails and cement, included in each roll. Weight as follows: PAROID, 40 pounds; PAROID Heavy, 50 pounds, per roll of 108 square feet.



Coal Bills and Building Paper

ARE you paying the coal bills? Then remember this, “Better building paper — lower coal bills.”

NEPONSET Black, or any of our Waterproof Building Papers, reduce fuel bills — will actually pay for themselves the first year in this way.

You know it is almost impossible to heat some houses on a good cold day. You know how the wind drives the chill right through the walls, and no matter how good a fire you have the heat all seems to go up the chimney.

The function of a building paper is to prevent just this state of affairs. It is to keep out cold and heat and dampness.

It is obvious, therefore, that a *waterproof* paper is superior to unwaterproofed paper. A dry or unwaterproofed paper soon absorbs moisture, then it dries out, contracts and tears, and entirely fails to serve its purpose. Later, it will disintegrate and will be of no value whatever.

If your heating system proves unsatisfactory you can take it out—you can tear out and replace many other parts of the house, but *you can't take out the sheathing paper without tearing the whole house to pieces.*

We make three grades of *waterproof* papers: NEPONSET Red Rope, NEPONSET Black and COTED. These may be compared to a fur coat, a very heavy ulster and a medium winter overcoat. They all serve the same purpose well, but the highest grade gives the greatest protection.

NEPONSET Red Rope is a building paper for the highest grade work. It is used extensively and is worth every cent it costs. It is so good that it is also used as a roofing and siding for poultry houses and other temporary structures.

COTED is a low cost waterproof building paper vastly superior to a dry, rosin-sized paper, and not much more expensive.

NEPONSET Black may be considered the standard. It is specified by practically every good architect. It is used all over the world in buildings of all types. It was probably used in the house *in which you live*, under the clapboards or shingles, or as a lining inside brick wall and possibly under the flooring. This material which we have made for many years is very

carefully prepared and waterproofed and will last as long as the building in which it is used.

In reconstructing a building which had been built for 20 years, and in which NEPONSET Black had been used, it was found that the paper was just as good as new. The money saved by using an ordinary building paper is soon wasted by extra fuel consumed in heating a drafty building. You can make your own comparative tests with this material by putting a piece of it and a piece of ordinary sheathing paper in water and comparing them the next day, or if you like a week later. You will find that the unwaterproofed piece of paper will soon go to pieces.

SPECIFICATIONS

NEPONSET Red Rope Waterproof Building Paper is furnished in rolls 36 inches wide, containing 500 square feet. It is put up in rolls of 100 feet, especially for roofing, in which case fixtures for applying are included. Weight, 60 pounds per roll of 500 square feet — 65 with fixtures for using as a roofing.

NEPONSET Black Waterproof Building Paper is furnished in rolls 36 inches wide, containing 500 and 250 square feet. Weight of roll, 45 pounds per 500 square feet.

COTED Waterproof Building Paper is furnished in rolls 36 inches wide, containing 1,000 and 500 square feet. Weight, 25 pounds per roll of 500 feet.

Neponset Florian Sound Deadening Felt

YOU can hear everything that is going on in some houses. You can hear the piano through the wall. If any one speaks in the cellar, you can hear it in the attic. This is disturbing always, but in times of sickness it really becomes serious. This transmission of sound can be largely reduced by the use of Neponset FLORIAN.

This material is just as desirable in private homes as it is in churches, libraries, schools, hospitals and apartments where it is used so extensively.

Neponset FLORIAN is so constructed as to form a vast number of dead air cells. The dead air cell is the only efficient method of sound deadening. The material is placed in the walls and between floors.

It is a thoroughly sanitary product, is vermin proof and is generally accepted as the standard sound deadening material.

SPECIFICATIONS

Neponset FLORIAN Sound Deadening Felt is furnished in rolls 40 inches wide, containing 500 square feet. Weight, 55 pounds per 500 square feet.

Neponset Wall Board

WE want to suggest to every house owner the wonderful possibilities which NEPONSET Wall Board offers for fixing up the home. The change that this material works in an unfinished or plaster-cracked room is beyond belief. The beautiful, artistic effect of the neat, paneled walls and ceilings—the rich oak, the cream white and the burnt leather—is extremely pleasing.

Because of its neat appearance and because it could be applied so quickly, over 4 miles of NEPONSET Wall Board were used in the temporary executive offices of Wellesley College constructed after the recent disastrous fire.

The uses of NEPONSET Wall Board are so varied that we cannot recount them all. It is used as a substitute for laths and plaster, or boards, sheathing or any such material. It can also be used directly over any of these materials—over cracked plaster walls, for instance. It is used very extensively for partitions.

The surfaces of NEPONSET Wall Board have been waterproofed and finished so that no painting, wall paper or any other decoration is necessary. (As a matter of fact, wall paper should never be used on wall board anyway.)

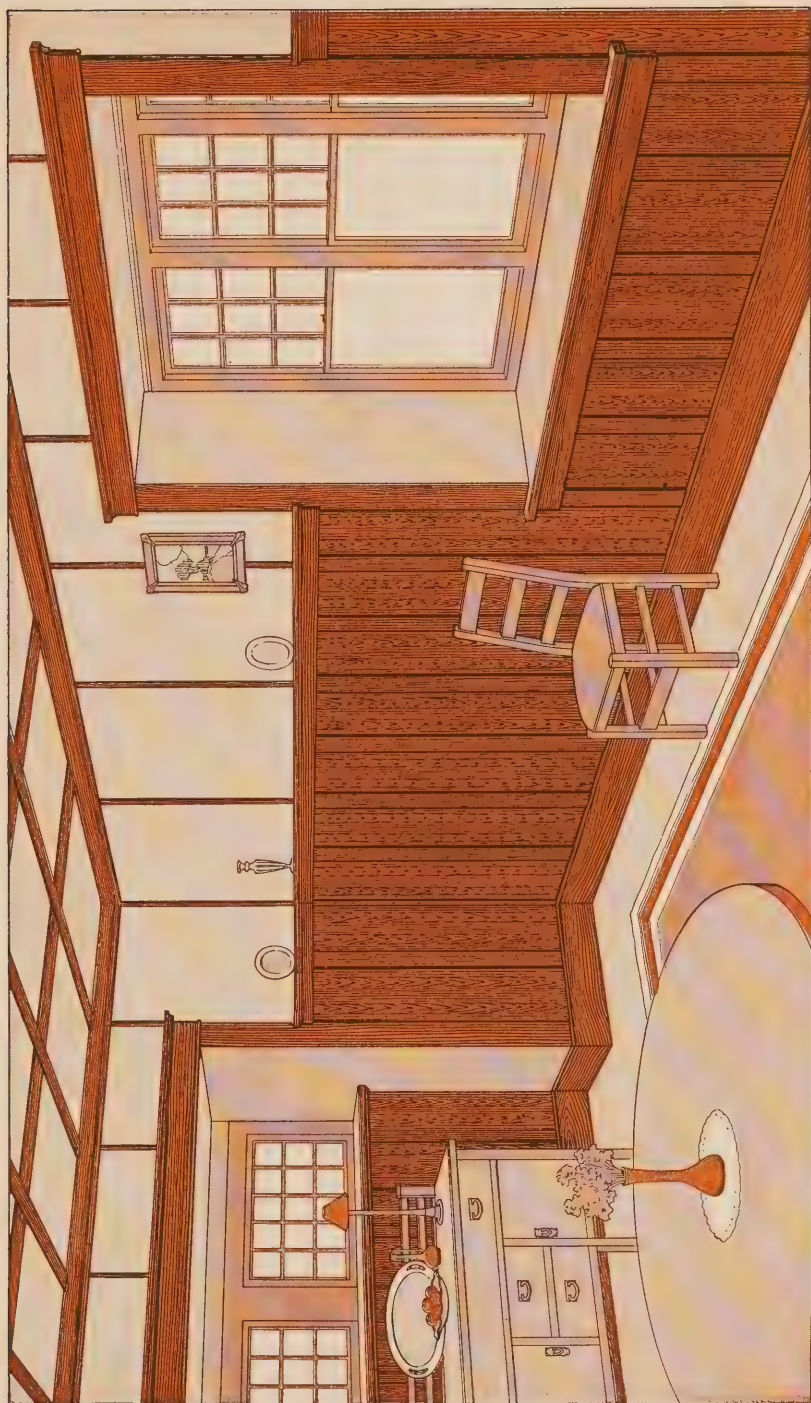
After *ordinary* wall board is applied it must be painted to get the best results. If not painted, it looks very rough and unfinished, and does not make a practical job.

When NEPONSET Wall Board is applied, the job is complete. No extra expense for painting or other decoration. If color is desired, it can be painted, of course, and it will require much less paint than unwaterproofed boards which tend to absorb the paint.

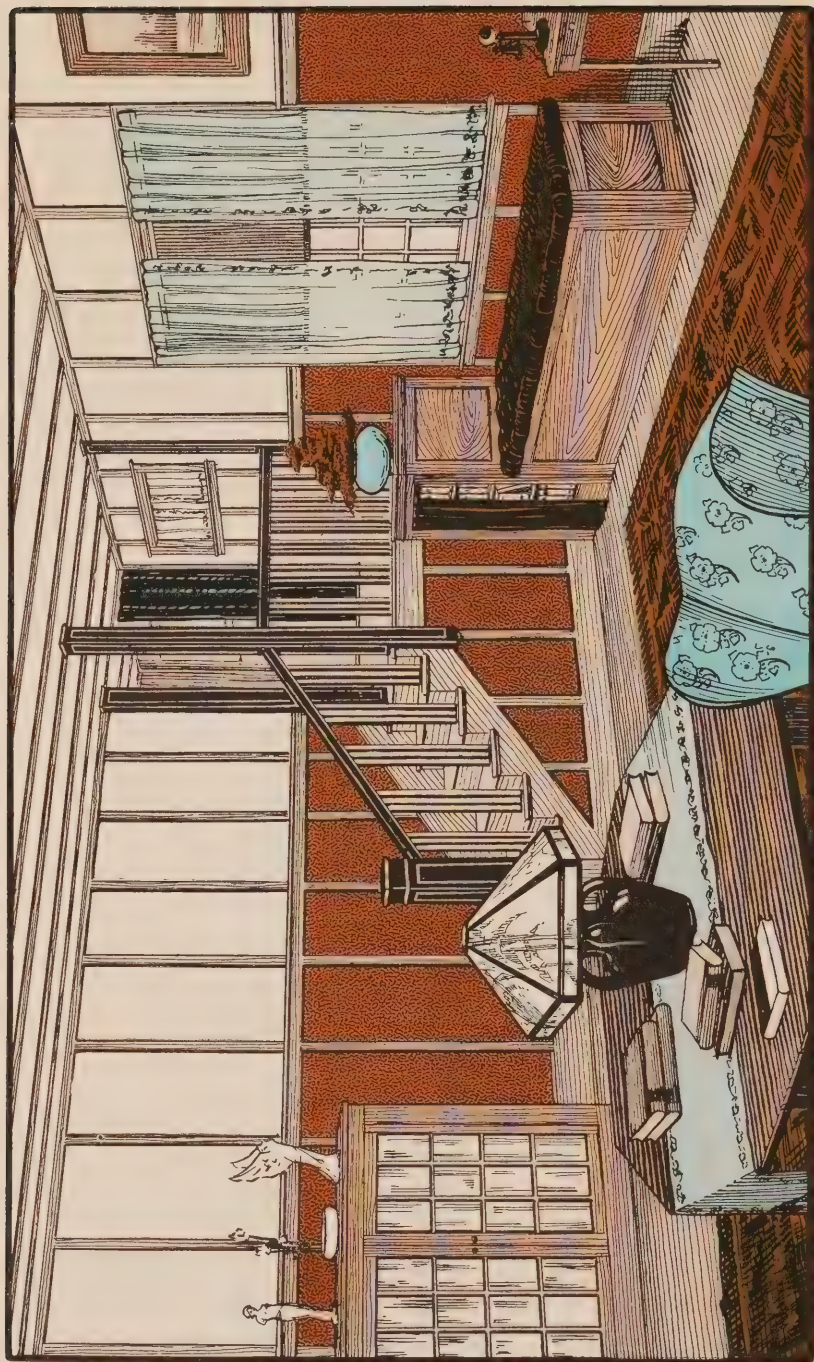
If NEPONSET Wall Board is to be painted, the cream white finish should be used and not the other finishes.

If one who is to purchase wall board will simply compare samples of the various makes, or, better still, if he will visit interiors where all types of wall board have been used, the superiority of NEPONSET becomes obvious.

NEPONSET Wall Board sells itself just on its appearance, but in addition to this it is the most *practical* wall board ever produced.



NEPONSET Wall Board — Plain Oak and Cream White Finishes. In this picture the Cream White is tinted.



NEPONSET Wall Board — Burnt Leather and Cream White Finishes



NEPONSET WALL BOARD

How it is applied — the finished room. Its uses range from the hotel lobby (center) to the attic room (lower left). The lower right-hand corner shows the oak finish.

NEPONSET Wall Board is made in several attractive finishes : oak, cream white and burnt leather. Battens for covering the cracks between sheets are made of the same finishes as the board itself, but for the very best results we recommend wooden battens. For all ordinary jobs NEPONSET Battens are suitable and will save expense.

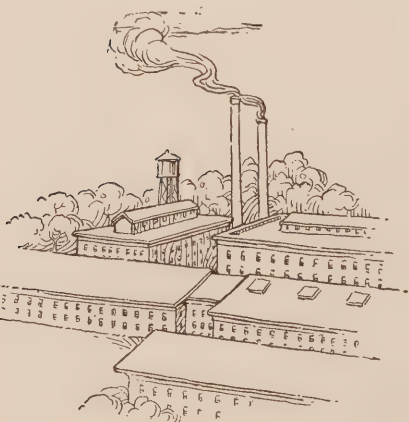
NEPONSET Wall Board is being used in the following ways: as a substitute for laths and plaster in the construction of bungalows and cottages; for converting unfinished attics into cozy rooms; for covering up plaster-cracked ceilings; for dividing up large rooms, for partitions in general; in factory and mill work; making private offices; special uses, such as telephone booths and show windows, waste baskets and other household articles.

SPECIFICATIONS

NEPONSET Wall Board is furnished in sheets 32 inches and 48 inches wide and 8, 10 and 12 feet long. Bundles contain about 300 square feet and are protected carefully with bur-lap. Made in several finishes. Each sheet is waterproofed. Weight, $\frac{1}{2}$ pound per square foot.

Neponset Built-Up Roof

THE NEPONSET Built-Up Roof is composed of overlapping layers of NEPONSET Asphalt Felt thoroughly welded together by means of hot asphalt compound. It forms a solid sheet of asphalt-soaked felt over the entire roof.



This is the correct solution of the flat roof problem and is used on apartment houses, office buildings, factories and other similar roofs. It is laid according to our specifications, which are gladly furnished upon request.

The NEPONSET Built-Up Roof is practically a necessity on mill roofs of saw-tooth construction or any other pitched roofs requiring a built-up roof.

Neponset Floor Covering

ONE of the best advertisements of our Neponset PAROID Roofing that we ever put out was a small door mat. The mat was *made* of PAROID. We printed the word "PAROID" on it and gave one to each of our dealers for use in his store. The dealer put it down on his floor where every one who came into his store would walk on it. Then when his customers were talking about buying roofing, he would point to the PAROID door mat and say, "That mat has been right there for the last ten years" (or however long he had had it). "It has been walked on and walked on, and yet it shows no wear. Isn't that the kind of material you want for your roof?" And he made the sale.

This gave us an idea. It occurred to us that if PAROID had withstood wear of this sort, there was no reason why it shouldn't be made into a floor covering. So we converted the PAROID mat into NEPONSET Floor Covering.

As far as appearance goes, NEPONSET Floor Covering resembles linoleum. It is made in various selected patterns, similar to the best linoleum designs. There are distinctive color patterns suitable for all the different rooms in the home or office.

This material is more durable than printed linoleums of the same weight, and yet the cost is less. It also has the distinct advantage of being waterproof, not on the surface only, but absolutely waterproof all the way through. It will never crumble and disintegrate at the edges when subjected to dampness.

It is sold by furniture and department stores everywhere and by many regular NEPONSET dealers.

SPECIFICATIONS

NEPONSET Floor Covering is furnished in rolls 36 inches wide, containing 30 square yards, and in rolls 72 inches wide, containing 60 square yards. Weight of rolls, 95 pounds and 190 pounds, respectively.

How We Make It Easy for You to Get Neponset Products

IN the first place, there isn't a state where we haven't a stock of our Products. There is probably a NEPONSET hardware or lumber dealer where you live. If there is not, we will ship direct and pay the freight from our nearest shipping point. If you do not know the name of a NEPONSET dealer, **WRITE US.**



Other Neponset Products

Neponset Paints.

Made especially for Neponset Shingles, Paroid, Proslate and other similar roofing materials. Furnished in two colors — red and green.

Neponset Asphalt Felt, Neponset Waterdyke Felt, Neponset Proslate Flashing, Neponset Rug Border Surrounds, Neponset Insulating Papers, Neponset Fibre Cases, Neponset Waterproof Paper Flower Pots, Neponset Tack Boxes, Neponset Waterproof Case Linings.

The NEPONSET GUARANTEE

WE agree to replace any Neponset Product should it prove defective. We have made this kind of guarantee for over twenty-five years, and will continue to do so as long as we are in business.

This guarantee, backed as it is by actual records of service, insures satisfaction to every purchaser.